

Amendments to the Specification:

Please replace the abstract with the following amended abstract:

A first sales pitch appropriate for a particular telephone caller of a telephone call center may be selected by receiving a call from a caller to the telephone call center, accessing information about the caller including a sales pitch preference of the caller or an indication of past misbehavior, and automatically selecting the first sales pitch based upon the ~~information accessed about the caller~~ sales pitch preference of the caller, for example, if there is no indication of past misbehavior. The call may be transferred to a human operator, and the human operator may be assisted in presenting the first sales pitch to the caller, for example, by displaying at least a portion of the first sales pitch to the human operator.